



# City of Loma Linda Official Report

Karen Gaio Hansberger, Mayor  
Floyd Petersen, Mayor pro tempore  
Robert Christman, Councilmember  
Stan Brauer, Councilmember  
Robert Ziprick, Councilmember

COUNCIL AGENDA: April 12, 2005

TO: City Council

VIA: Dennis R. Hallaway, City Manager

SUBJECT: Chamber of Commerce Quarterly Report and request for  
disbursement of funds pursuant to agreement with the City

## **RECOMMENDATION**

It is recommended that the City Council receive the Quarterly Report for filing and authorize disbursement of funds.

**REQUEST FOR QUARTERLY FUNDING  
WITH ATTENDING SUPPORT DOCUMENTS  
TO  
LOMA LINDA CITY COUNCIL  
LOMA LINDA REDEVELOPMENT AGENCY**

**April 12, 2005**

**C O N T E N T S**

- \* President's Letter of Request for Quarterly Payment
- \* Roster of Directors 2005
- \* Staff Activity Reports (January/February/March 2005)
- \* Financial Report for First Quarter 2005
- \* Membership Update Material (January/February/March 2005)
- \* *Loma Linda Report* January/February and March/April 2005 Issues

2005 CHAMBER  
BOARD OF DIRECTORS

Rosemary Estupinan, President  
Heritage Gardens Health Care  
and Retirement Center

James Walling, President-elect  
Inland Community Bank

Norman Meyer, Secretary  
Past Vice-President Loma Linda  
Community Hospital & Loma Linda  
University Medical Center

Kathy Dexter, Treasurer  
Design by Dexter

Manuel Aranda, Jr.  
SBV Water Conservation District

Phil Carlisle  
Loma Linda Market &  
Nutrition Center

Elsie Chan  
Spectrope Corporation

Jean Bush-Chuminatta  
State Farm Insurance

Robert Frost  
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.  
Loma Linda University  
Medical Center

Phil Jolley  
Golden Opportunities

L. Rao McKenzie  
Loma Linda Academy

Jeanne Minnerly  
The Copeland Group

Beverly Powell  
Southern California Edison

John Ruffcorn  
Retired, University Church of  
Seventh-day Adventists

Dick Schaefer  
Loma Linda University

Dean Stordahl  
VA Loma Linda Healthcare System

Trey Weatherill  
University Mortgage

Margi Worley  
Margi's Sewing Boutique

DIRECTORS EMERITUS

Dr. David Bieber  
Retired, Past President  
Loma Linda University

Elmer Digneo  
Past Head Principal  
Loma Linda Academy

Lillian Miller  
University Realty

Willard Stewart  
United Property Management



April 12, 2005

Members of the City Council  
Members of the Redevelopment Agency  
Dennis Halloway, City Manager  
City of Loma Linda  
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Council Members, and  
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the promotional agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce. It is our understanding that although the agreements with these two bodies will continue as before, total funding will come from the Redevelopment Agency.

Please consider this the Chamber's official request for funds in the amount of \$12,350.00 to be released April 12, 2005, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during March, April, and May 2005.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 5813 for the months of January, February, and March. Detailed reports are attached.
2. The January/February and March/April issues of the Chamber's *Loma Linda Report* incorporating City news was published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing copies of these issues. Our Chamber was awarded 1<sup>st</sup> place for Chambers of under 500 members for our newsletter in the "Best of the West" competition, sponsored by Western Area Chamber Executives.

*Communication In Action*

3. We coordinated and held our Annual Community Awards and Installation Dinner on January 27<sup>th</sup>, with nearly 200 people attending.
4. We completed the transition of Board and officers from 2004 to 2005, and are implementing our new Program of Work.
5. Our membership now stands at 237.
6. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

We coordinated and/or attended the following:

- \* VA Medical Center Stakeholders meeting on March 9<sup>th</sup>.
  - \* Presentation to LLU School of Dentistry on January 19<sup>th</sup> regarding marketing in a professional field.
  - \* Our Executive Assistant attended a conference for Executive Assistants on March 22<sup>nd</sup>.
  - \* 2<sup>nd</sup> Annual Quad Mixer at Al's Garden Art in Colton on March 16<sup>th</sup>.
7. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Legislative Committee, and Chamber Ambassadors. Other committees meet on an as needed basis.
  8. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.

The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

- Mixers and Ribbon Cuttings as follows: April 21<sup>st</sup>, Jose's Mexican Restaurant; May 25<sup>th</sup>, C.A.R.E. at the Civic Center Community Room; June 9<sup>th</sup>, Loma Linda Inn; details will follow.
- Continued refinement and updating of our Chamber's website and expansion of e-mail directory for more timely and economical communication with members.
- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.

Council Members, and  
Redevelopment Agency Members  
April 12, 2005  
Page 3 of 3

- Ongoing site visits to businesses to gather input for the Chamber and City as we work toward a continuing "business friendly" environment.
- Coordination with the University and Medical Center for their 100<sup>th</sup> Anniversary celebration, including commemorative issue of our Business Directory/Resource Guide and representation in our newsletter.
- 2005-2006 Business Directory and Resource Guide will be available in April.
- Annual Business Showcase is scheduled for May 5<sup>th</sup> at the Loma Linda Plaza.
- Annual Golf Classic is scheduled for June 29<sup>th</sup> at Sierra Lakes.

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern, part-time Special Projects Assistant, Sandy Clem, and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2005, I look forward to our continuing contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. Please feel free to call on us to assist through mobilizing our business and community resources as concerns arise.

Sincerely,



Rosemary Estupinan  
President

RE/dd

Attachments

# LOMA LINDA

## CHAMBER OF COMMERCE

### 2005 Officers and Board of Directors

(Effective January 5, 2005)

**President:** Rose Estupinan  
**Secretary:** Norm Meyer

**President-elect:** Jim Walling  
**Treasurer:** Kathy Dexter

Manuel Aranda, Jr. 12/31/05  
SBV Water Conservation Dist.  
P.O. Box 1839  
Redlands, CA 92373  
793-2503

David Bieber Emeritus  
11560 Hillcrest  
Loma Linda, CA 92354  
796-4521

Phil Carlisle 12/31/06  
LL Market & Nutrition Center  
11161 Anderson St.  
Loma Linda, CA 92354  
824-4565

**Elsie Chan 12/31/06**  
**Vice President of Membership**  
**Spectrotape Corporation**  
345 W. Valley Blvd.  
Colton, CA 92324  
825-6744

**Jean Chiuminatta 12/31/05**  
**Vice President of Bus. Promo's**  
**State Farm Insurance**  
P.O. Box 276  
Sky Forest, CA 92385  
336-7233

**Kathy Dexter 12/31/05**  
**Treasurer**  
**Design by Dexter**  
964 Creek View Lane  
Redlands, CA 92373  
307-2221

Elmer Digneo Emeritus  
10613 Ohio St., P.O. Box 1333  
Loma Linda, CA 92354  
796-0465

**Rose Estupinan 12/31/05**  
**President**  
**Heritage Gardens**  
25271 Barton Rd.  
Loma Linda, CA 92354  
796-0216

Robert Frost 12/31/05  
LLU Foundation  
Loma Linda University  
Loma Linda, CA 92350  
558-4534

David Hinshaw, Jr. 12/31/05  
LLU Medical Center  
11234 Anderson St.  
Loma Linda, CA 92354  
558-4013

Phil Jolley 12/31/07  
Golden Opportunities  
25884-D Business Center Dr.  
Redlands, CA 92374  
799-5181

L. Roo McKenzie 12/31/05  
Loma Linda Academy  
10656 Anderson St.  
Loma Linda, CA 92354  
796-0161 x3301

**Norman Meyer Emeritus**  
**Secretary**  
25762 Sunrise Way  
Loma Linda, CA 92354  
799-0777

Lillian Miller Emeritus  
University Realty, Inc.  
11156 Anderson, P. O. Box 788  
Loma Linda, CA 92354  
796-0156

Jeanne Minnerly 12/31/06  
The Copeland Group  
25809 Business Ctr Dr., #F  
Redlands, CA 92374  
799-8565

Beverly Powell 12/31/07  
Southern California Edison  
287 Tennessee Avenue  
Redlands, CA 92373  
307-6742

John Ruffcorn 12/31/05  
23187 Glendora Dr.  
Grand Terrace, CA 92313  
824-2986

Dick Schaefer 12/31/06  
The Heritage Room  
Loma Linda University  
Loma Linda, CA 92350  
558-1000

Willard Stewart Emeritus  
United Property Management  
10535 Anderson St.  
Loma Linda, CA 92354  
796-2897

Dean Stordahl 12/31/06  
VA Loma Linda Healthcare Sys.  
11201 Benton St.  
Loma Linda, CA 92354  
422-3002

**James Walling 12/31/07**  
**President-elect**  
**Inland Community Bank**  
11175 Mt. View Ave., Ste. O  
Loma Linda, CA 92354  
796-7100 x221

Trey Weatherill 12/31/07  
University Mortgage  
24949 Prospect Avenue  
Loma Linda, CA 92354  
796-1404

Margi Worley 12/31/06  
Margi's Sewing Boutique &  
Image Consultant  
11411 Anderson Street  
Loma Linda, CA 92354  
796-4600

Peg Karsick, CEO  
LL Chamber of Commerce  
25541 Barton Road, Ste. 4  
Loma Linda, CA 92354  
799-2828

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## JANUARY 2005

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	7
Faxes	41
E-Mails	19
Web Site Hits (Phil Jolley)	1117
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	226
Economic Development Activity (New)	2
Relocation Information	12
Invoices:	45
Other:	0

Membership:	
Renewal Acknowledgements	20
New Member Acknowledgements	5
Member Solicitation, other than mailings	9

**Total Membership & Business Correspondence: 1,503**

Board Welcome and Congratulations Letters	8
Solicitation for Silent Auction Donations	523

**TOTAL CORRESPONDENCE AND INQUIRIES: 2,034**

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on the January/February 2005 *Loma Linda Report*.

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

January 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup> Breakfast Network

January 12<sup>th</sup> – Ambassadors Corps. Meeting

January 13<sup>th</sup> – Executive Committee Meeting

January 13<sup>th</sup> – Board Meeting

January 12<sup>th</sup>, 18<sup>th</sup> – Meeting re: Community Awards

**Meeting notices to Board and Committee Members: 63**

## **MISCELLANEOUS ACTIVITIES**

- Coordinated and hosted Annual Community Awards & Installation Dinner on January 27<sup>th</sup>.
- Worked on transition activities with President Phil Jolley and President-elect Rosemary Estupinan (Program of Work plans, etc.).
- Met with President-elect Rosemary Estupinan and 2004 President Phil Jolley to prepare for January 27<sup>th</sup> event.
- Worked on copy for 2005-2006 Business Directory and Resource Guide.
- Worked on the Annual Community Awards and Installation Dinner and Silent Auction, held on January 27<sup>th</sup>.
- Prepared and submitted Quarterly request for funding from the City and Redevelopment Agency; check was received January 12<sup>th</sup>.
- Gave presentation on Chamber services available for businesses to Loma Linda University School of Dentistry class on January 19<sup>th</sup>.



# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## FEBRUARY 2005

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	6
Faxes	20
E-Mails	12
Web Site Hits (Phil Jolley)	1192
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	175
Economic Development Activity (New)	2
Relocation Information	11
Invoices:	103
Other:	0

#### Membership:

Renewal Acknowledgements	8
New Member Acknowledgements	2
Member Solicitation, other than mailings	7

**Total Membership & Business Correspondence: 1,538**

Installation & Award Sponsorship Thank You Letters	13
January/February Issue of the <i>Loma Linda Report</i>	9225

**TOTAL CORRESPONDENCE AND INQUIRIES: 10,776**

#### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Distributed the January/February 2005 *Loma Linda Report*.

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

February 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> Breakfast Network

February 9<sup>th</sup> – Ambassadors Corps. Meeting

February 10<sup>th</sup> – Executive Committee Meeting

February 10<sup>th</sup> – Board Meeting

**Meeting notices to Board and Committee Members: 67**

## **MISCELLANEOUS ACTIVITIES**

- Attended W.A.C.E. Conference in Las Vegas on February 2<sup>nd</sup> to accept our Chamber's 1<sup>st</sup> Place award for newsletter.
- Worked on transition activities with President Rosemary Estupinan (Program of Work plans, etc.).
- Worked on copy for 2005-2006 Business Directory and Resource Guide.
- Met with Phil Jolley regarding website.
- Met with Councilman Robert Ziprick to discuss proposed economic development.
- Met with the City's MIS Department to tour and update on the City's proposed Connected Community Program.

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## MARCH 2005

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	15
Faxes	13
E-Mails	14
Web Site Hits (Phil Jolley)	1091
E-Mail Membership Alerts	0
Information Inquiries by Telephone and Walk-Ins:	280
Economic Development Activity (New)	2
Relocation Information	16
Invoices:	75
Other:	2

#### Membership:

Renewal Acknowledgements	19
New Member Acknowledgements	3
Member Solicitation, other than mailings	24

**Total Membership & Business Correspondence:** 1,554

Quad Mixer, Breakfast Network Calendar and Breakfast Network Questionnaire Mailing	274
Business Showcase Invite Letter	400
March/April Issue of the <i>Loma Linda Report</i>	9056

**TOTAL CORRESPONDENCE AND INQUIRIES:** 11,284

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer to prepare financial reports.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Distributed the March/April 2005 *Loma Linda Report*.

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

March 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup> Breakfast Network

March 8<sup>th</sup> – Legislative Committee Meeting

March 10<sup>th</sup> – Executive Committee Meeting

March 10<sup>th</sup> – Board Meeting

March 16<sup>th</sup> – Ambassadors Corps. Meeting

**Meeting notices to Board and Committee Members: 72**

## **MISCELLANEOUS ACTIVITIES**

- Executive Assistant attended Conference in Ontario on March 22<sup>nd</sup>.
- Worked on Annual Business Showcase.
- Completed, proofed, and delivered copy for 2005-2006 Business Directory and Resource Guide, scheduled for April distribution.
- Met with Karla Santa Maria (C.A.R.E.) regarding May mixer.
- Attended area Chambers Legislative Breakfast at the Redlands Chamber on March 29<sup>th</sup>.
- Met with Legislative Liaison Manny Aranda to discuss proposed legislative luncheon.
- Met with representatives of the Press Enterprise for P.R. purposes.
- Met with the City's MIS Department to discuss inclusion in the City's computer services program.
- Attended VA Medical Center Stakeholders meeting on March 9<sup>th</sup>.
- Assisted with the 2<sup>nd</sup> Annual Quad Mixer at Al's Garden Art on March 16<sup>th</sup>.
- Met with President Rosemary Estupinan and V. P. for Membership Elsie Chan regarding membership development ideas.
- Met with City Manager, Community Development Director, and City Code Enforcement officers regarding signage issues.
- Began work on Annual Golf Tournament to be held on June 29<sup>th</sup> at Sierra Lakes, following evaluation of several potential.
- Met with Michael Jackson (Loma Linda University Medical Center) to discuss the surgery specialty hospital proposed for Loma Linda. He will address the Board on April 14<sup>th</sup>.

4:21 PM

**LOMA LINDA CHAMBER OF COMMERCE**  
**MARCH 05 Year to Date Budget vs Actual**  
**FIRST QUARTER 2005**

Cash Basis

	Jan - Mar 05	Budget	\$ Over Budget
<b>Income</b>			
I. CHAMBER PUBL	2,500.00	1,000.00	1,500.00
I. INTEREST	22.03	24.00	-1.97
I. LL CITY RED.	12,350.00	12,478.50	-128.50
I. MEMB. EVENTS	43.69		
I. MISC. INCOME	191.34	50.00	141.34
I. NEW MEMBERS	1,650.00	1,740.00	-90.00
I. NEWSLETTER	2,996.25	2,500.00	496.25
I. RENEWALS	8,095.00	6,999.00	1,096.00
I. S.E. COM. LU	1,460.00	1,000.00	460.00
I. S.E. EXPO	1,650.00		
I. S.E. INSTALL	15,080.00	11,000.00	4,080.00
<b>Total Income</b>	<b>46,038.31</b>	<b>36,791.50</b>	<b>9,246.81</b>
<b>Expense</b>			
E. AUTO	338.00	270.00	68.00
E. BAD DEBTS	0.00	75.00	-75.00
E. DEPRECIATION	174.00	174.99	-0.99
E. DUES & SUB.	615.00	375.00	240.00
E. INSURANCE	1,085.00	1,500.00	-415.00
E. MISC.	105.00	120.00	-15.00
E. NEWSLETTER	1,639.80	1,833.33	-193.53
E. OFFICE EQUIP	1,015.87	1,950.00	-934.13
E. OFFICE SUPPL	1,326.35	999.00	327.35
E. OUTSIDE SERV	443.75	549.00	-105.25
E. POSSESS. TAX	0.00	125.00	-125.00
E. POSTAGE	457.00	873.00	-416.00
E. PROMO. P.R.	400.81	624.00	-223.19
E. RENT	2,151.24	2,151.24	0.00
E. S.E. COM. LU	3,946.49	2,500.00	1,446.49
E. S.E. INSTALL	8,576.32	8,000.00	576.32
E. SALARY & BEN	22,369.83	21,200.00	1,169.83
E. TELEPHONE	151.74	249.00	-97.26
E. TRAV. & EDUC	306.90	150.00	156.90
<b>Total Expense</b>	<b>45,103.10</b>	<b>43,718.56</b>	<b>1,384.54</b>
<b>Net Income</b>	<b>935.21</b>	<b>-6,927.06</b>	<b>7,862.27</b>

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING JANUARY 2005**

JAN. 05      JAN. 04

Total Membership .....												234	217
*Includes those on Delinquent List													
New Members (Year to Date) .....												2	2
January      2      March      0      May      0      July      0      September      0      November      0													
February      0      April      0      June      0      August      0      October      0      December      0													
Membership Renewals (This Month) .....												8	12
Total Income from Membership (This Month) .....												\$1,695	\$1,820
Renewals:      \$1,375.00													
New Members:      \$ 250.00													
One Time Fees:      \$ 70.00													
Delinquent Memberships (This Month) .....												7	5
Cancelled/Dropped Members (Year to Date) .....												4	0
January      4      March      0      May      0      July      0      September      0      November      0													
February      0      April      0      June      0      August      0      October      0      December      0													

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING FEBRUARY 2005**

	FEB. 05		FEB. 04	
Total Membership .....		234		219
*Includes those on Delinquent List				
New Members (Year to Date) .....		5		4
January 2	March	0	May	0
February 3	April	0	June	0
			July	0
			August	0
			September	0
			October	0
Membership Renewals (This Month) .....		18		17
Total Income from Membership (This Month) .....		\$3,480		\$3,370
Renewals:				
	\$2,975.00			
New Members:	\$ 400.00			
One Time Fees:	\$ 105.00			
Delinquent Memberships (This Month) .....		7		4
Cancelled/Dropped Members (Year to Date) .....		7		0
January 4	March	0	May	0
February 3	April	0	June	0
			July	0
			August	0
			September	0
			October	0
			November	0
			December	0

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING MARCH 2005**

	March 05				March 04			
Total Membership .....	237				226			
*Includes those on Delinquent List								
New Members (Year to Date) .....	11				11			
January 2	March 6	May 0	July 0	September 0	November 0			
February 3	April 0	June 0	August 0	October 0	December 0			
Membership Renewals (This Month) .....	24				22			
Total Income from Membership (This Month) .....	\$4,570				\$4,970			
Renewals:	\$3,745.00							
New Members:	\$ 650.00							
One Time Fees:	\$ 175.00							
Delinquent Memberships (This Month) .....	3				7			
Cancelled/Dropped Members (Year to Date) .....	10				0			
January 4	March 3	May 0	July 0	September 0	November 0			
February 3	April 0	June 0	August 0	October 0	December 0			